The Do not call program is so important to me. Nothing ruins my day more than having to hang up on a telephone solicitor who will not stop talking when I say "No thanks!" I am generally a person who does not want to hang up on someone and their primitive tactics are simply rediculous. We may as well just shut off our land line phones altogether, then maybe the phone companies would care about telephone rights of citizens, since seriously large revenues would be lost to them (i.e..Verizon, AT&T, etc...).